

& Tradition®



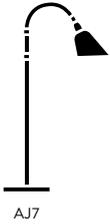
Press Release

Bellevue ^{AJ7}

120th Anniversary edition

Arne Jacobsen

To celebrate the life and accomplishments of Arne Jacobsen, &Tradition introduces the emblematic Bellevue floor lamp in two new finishes.



Bellevue ^{AJ7}

120th Anniversary edition

Arne Jacobsen

Product category

Floor lamp

Production process

The shade is spun into its distinct shape from a single piece of metal.

Environment

Indoor

Material

Satin polished and lacquered metal, cast iron base, 2 meter fabric cord with on-off switch.

Colours / Anniversary edition

White with Bronzed Brass,
Stone Grey with Bronzed Brass.

Dimensions

Base: Ø: 27.3cmw/10.7in,
Shade Ø: 19.7cm / 7.7in cm / 23.6in,
H: 130cm / 51.2in

Design year

1929

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PR Manager Morgane Paulissen
morgane.paulissen@andtradition.com
T: +45 4282 0624

This graceful lamp shines a light on the origins of Danish minimalism.

When the Bellevue was first produced in 1929, it signaled the dawn of Danish minimalism. With its graceful lines and clean, understated silhouette, the lamp was part of a wider shift towards a new school of thought that melded sculptural simplicity with the functionalism of Bauhaus.

Nearly a century later, it remains an epochal piece of design, and its creator, Arne Jacobsen, synonymous with modernism. Credited as one of the grandfathers of modern Danish furniture, Jacobsen is remembered for his exacting perfectionism, his preference for organic forms, and his ability to marry elegance with function. These pioneering qualities are all apparent in the Bellevue, a floor lamp that feels as contemporary now as when it was first created.

In celebration of Arne Jacobsen's 120th anniversary, &Tradition has created two special editions of this iconic floor lamp, nodding to the original design from 1929. Find the Bellevue anniversary edition floor lamp in two finishes: White with Bronzed Brass and Stone Grey with Bronzed Brass.

“As the driving force behind Danish Modernism, Arne Jacobsen's preference for graceful lines and simple, organic forms are readily recognisable in the Bellevue lamp,” explains Tradition founder and CEO Martin Kornbek Hansen. “In celebration of the designer's 120th anniversary, &Tradition is honoured to continue Jacobsen's design legacy with two anniversary editions to celebrate his brilliance.”

Arne Jacobsen is one of the most influential Danish architects of the 20th century, defined by his pure, fluid lines and streamlined designs. Highlights from his countless architectural achievements include designing the SAS Royal Hotel Copenhagen and Denmark's National bank, as well as numerous other lamps, furniture, textiles, wallpaper and silverware. Jacobsen's designs can be found in museums, galleries and private collections around the world.



&Tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique portfolio of furniture and lighting spans from the 1920s to the present day and includes designs by internationally renowned designers.